



## **SPECIAL PERMIT – SHOWCASE CINEMA / NATIONAL AMUSEMENT**

### **Lowell, MA**

National Amusement, and its representative, Metro Sign & Awning of 170 Lorum Street Tewksbury, MA is seeking a Special Permit pertaining to the retrofit of existing signs at its Showcase Cinema, 32 Reiss Ave.

Though not in the Historical Downtown District, Mill District or a Residential Neighborhood, the location of the Showcase Cinema at a major gateway into the city, gives the changes to the exterior signage significance. Subjects discussed in this narrative will affirm how the changes are pertinent to the "City of Lowell Comprehensive Master Plan".

National Amusements, owner of the facility, has made a multi-million dollar investment into an interior renovation project which is also an investment into the City of Lowell.

The new name and logo, SHOWCASE CINEMA DE LUX, as part of the company's rebranding of its corporate identity and image moving forward into the 21<sup>st</sup> century is the culmination of this investment. The signage is meant to display cultural vibrancy and sophistication.

The change will have no negative impact to the city; in fact it positively impacts the safety and traffic flow with a more prominently and easily read sign name for customers to identify the cinema and navigate to it. The environment will be positively impacted by the significant decrease of up to 60% in energy consumption due to the use of LED modules for illumination.